

Thomas McMullen

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SUMMARY

Creative storyteller and marketing strategist with 5 years of experience working both in-house and for an agency. Expert in crafting human-centered narratives that captivate audiences and drive brand engagement. Determined problem solver with an eye for detail. Seeking to bring fresh ideas to a purpose-driven brand. Looking to relocate to New York City.

EDUCATION

B.B.A. Marketing, B.A. Advertising | University of Georgia

- GPA: 3.96, Summa Cum Laude, Honors International Scholar, Honors Research Scholar

BRAND STORYTELLING EXPERIENCE

Senior Brand Communications Specialist | FedEx | Memphis, TN | June 2021 – Present

- Develop and oversee brand voice and tone guidelines to drive consistency across global channels and campaigns
- Lead global email and video messaging alignment ensuring creative concepts support overall brand and audience goals
- Write campaign copy for FedEx Small Business Grant Contest to inform and inspire over 20,000 small businesses
- Lead a team of 30 UX writers and designers in localizing fedex.com content to complement different languages and cultures
- Generate and maintain self-service presentation, video, and email templates to empower creative teams across the enterprise
- Collaborate with designers to develop original brand expressions including illustrations, sonic branding, and animated logos

Co-Creative Director, Copywriter | Talking Dog Agency | Athens, GA | September 2019 – April 2021

- Wrote and edited sales literature, website, product, and social media copy for sustainable brand, Little Otter Skincare
- Translated beauty trends and customer insights into three successful integrated marketing campaigns over two years
- Navigated the heavily regulated skincare industry to update all product packaging and publish a library of ingredients
- Concepted and launched a lip balm pop-up partnership with local coffee shop which sold all stock in 48 hours
- Applied change management principles to lead over 70 team members through a move to remote work during the pandemic
- Reviewed and approved copywriting work across nine direct reports ensuring alignment with each creative brief

Brand Strategist | Judah Press Entertainment | Athens, GA | February 2019 – September 2019

- Proactively led the development, implementation, and education of a 52-page brand playbook to align all team members
- Wrote and edited social media, digital advertising, website, blog, and long-form copy daily to meet brand awareness goals
- Designed and launched the brand's first integrated advertising campaign, increasing cross-platform engagement by 110%
- Published 11 long-form blogs following SEO optimization principles to drive organic website traffic and conversions
- Reported a 22% click-through rate from blog to brand website, contributing to a fully booked wedding season

DEVELOPMENT

Winner of Internal Hackathon | FedEx | Memphis, TN | Summer 2023

- Prototyped a business solution to proactively solve customer needs using artificial intelligence
- Pitched design concept to senior leadership; selected as the winning idea out of 20 total teams

Honors Marketing Researcher | University of Georgia | Athens, GA | Spring 2021

- Studied the relationship between social media engagement and climate change activism across thousands of accounts
- Distilled a 35-page research report into 9 key strategies for client, Surfrider Foundation, to better reach their target audiences

Global Marketing and Communications Intern | FedEx | Memphis, TN (Remote) | Fall 2020

- Wrote SMS and email marketing content for retail shipping customers; presented key analytics to senior leadership
- Honed professional, collaboration, and communication skills in a Fortune 50 company while working remotely

Winner of Student Digital Marketing Competition | InterContinental Hotels Group | Atlanta, GA | Spring 2020

- Collaborated on an integrated marketing campaign introducing three new global hotels with a budget of \$750k
- Presented campaign concept to IHG executives; selected as the winning idea out of 30 total teams

Student Delegate | Cannes Lions International Festival of Creativity | Cannes, France | Summer 2019

- Studied global advertising and public relations in France; collaborated with industry professionals daily

SKILLS

Copywriting, Collaboration, Project Management, Branding, Strategy, Attention to Detail, Leadership, Content Marketing, Design Thinking

INTERESTS

Sustainable Fashion, Skincare, Accessibility, Growing Native Plant Species, Photography, Vinyl, Vintage Jewelry

Currently reading: *Braiding Sweetgrass* by Robin Wall Kimmerer